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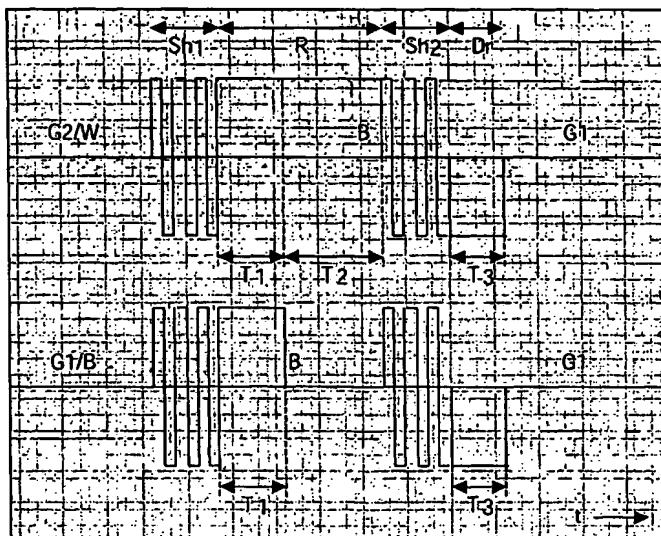
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(57) Abstract: Electrophoretic display units (1) are driven with a relatively low amount of power and more efficiently by addressing the pixels (11) only once during a sequence of frame periods. Compared to addressing a pixel (11) each frame period, for signals having a duration of more than one frame period, a large amount of power is saved. During a sequence of frame periods formed by a time-interval (T<sub>1</sub>-T<sub>8</sub>), one or more reset pulses (R) or one or more driving pulses (Dr) are provided. The addressing of a line of pixels (11) can be skipped during a sequence of frame periods if all pixels (11) of the line of pixels (11) have to remain unchanged. Signals having a duration of two or more frame periods do not need to be supplied to the pixels (11) each frame period, but need to be supplied only once by addressing the pixels (11) only once during a sequence of frame periods.

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